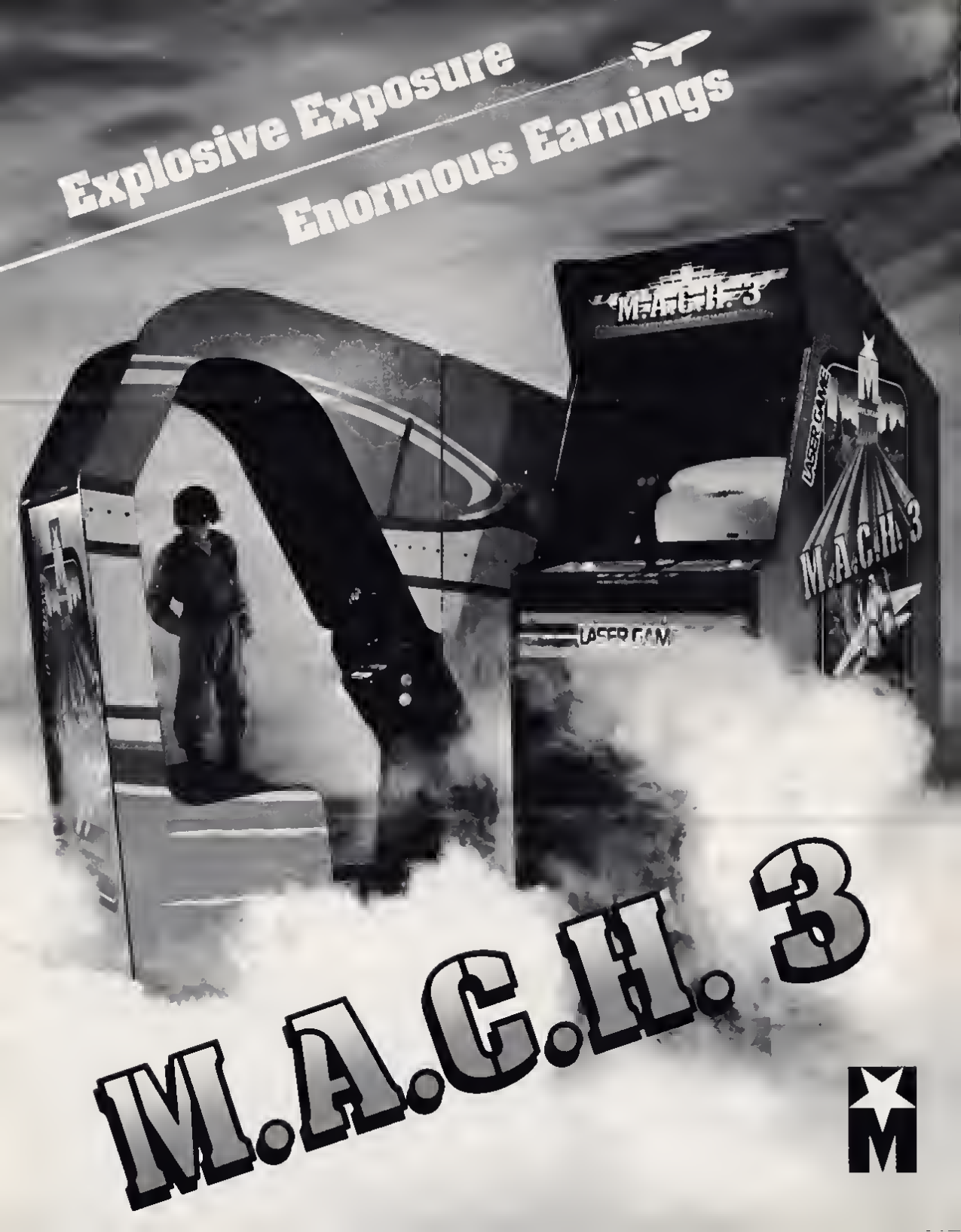

Explosive Exposure
Enormous Earnings
M.A.C.H. 3
LASER GAME
M.A.C.H. 3
M.A.C.H. 3

# M.A.C.H. 3 blasts skyward in Consumer Media

18.7 million television viewers across the country saw M.A.C.H. 3 on ENTERTAINMENT TONIGHT, live from AMOA in New Orleans.

BBC television special spotlights "The Making of M.A.C.H. 3."

M.A.C.H. 3 covered by all three television network affiliates at AMOA.

M.A.C.H. 3 featured on PM Magazine in more than 87 U.S. television markets.

abc CBS

The El Paso Times
El Paso, TX
November 25, 1983
Playground

## THE VID KID

Recently I attended the Amusement and Music Operators Association convention in New Orleans. At the convention all coin-operated machine manufacturers showed off the latest in arcade video games. Atari, Bally/Midway, Centuri, Data East, Fox's Kenzum, Meadpet Video, Mylstar, (Gottlieb), Data East, Sunsoft, Stern, Taito, Universal and Williams/Gottlieb/Nintendo were just some of the companies who introduced electronics games.

The theme of the coming video game positions seemed to be laser disk games. Dan Bluth Productions, the company that designed Dragon's Lair is working on a new laser disk game called Space Ace. And Sierra Electronics showed off two laser games. In one called Cliffhanger, the player is the star of a laser football game. Gold Tooth Co.

Next Sierra Electronics game was Mylstar, formerly Gottlieb. Mylstar was showing a laser game called M.A.C.H. 3 which made me sick. If you may have played already. If so you know what I'm talking about. If you haven't played it, you should. You are the pilot of a fighter plane or bomber, depending on which of the two choices you make. You destroy enemy targets while trying to avoid crashing into the ground. M.A.C.H. 3 seemed to get most of the attention but right across from Mylstar's booth was Cen

## Laser disc

CLINT SUPPLE
© 1983 The Washington Post

WASHINGTON — A thousand feet above the Nevada desert screams by at the speed of sound, a pair of rivets and crack, fighter jocks dodging jagged rock. Fiscal quarter looms ahead in a crazy right, and the horizon line tilts to a crazy diagonal. Targets brazen in the crosshairs of nerves. Every muscle in your body and every nerve ending in your fingers squeeze. Sweat pours down your face. Your projection flies by your ear. "Let's take out that bridge."

After only a few seconds, the controls are pushing you toward sick and dizzy. The stick is pegged with sweat, your head is getting light as a balloon and the controls are getting harder to handle. Your fingers are cramping. Your knuckles are turning white. Your eyes are exploding in pain. Your stomach is about to turn inside out. Your temperature has risen to 104 degrees. Your heartbeat is racing. You're sure you have damaged your nervous system beyond repair. You're sure you have damaged your brain. You're sure you have damaged your eyes. You're sure you have damaged your stomach. You're sure you have damaged your heart. You're sure you have damaged your lungs. You're sure you have damaged your liver. You're sure you have damaged your kidneys. You're sure you have damaged your bladder. You're sure you have damaged your prostate. You're sure you have damaged your testicles. You're sure you have damaged your penis. You're sure you have damaged your anus. You're sure you have damaged your rectum. You're sure you have damaged your colon. You're sure you have damaged your small intestine. You're sure you have damaged your large intestine. You're sure you have damaged your appendix. You're sure you have damaged your gallbladder. You're sure you have damaged your pancreas

# M.A.C.H. 3

*Week after week, at* **Street Locations** *and* **Arcades**... *It's* **No. 1**!

The Hartford Courant
September 25, 1983

**COMPUTERS: WAR GAMES**

Ever dream of going to war? Do you want to experience the thrill of being a fighter pilot or bombardier? Atari Inc., Sunnyvale, Calif., a computer company in Illinois, has the video game for Military Air Command, a game called M.A.C.H. 3, short for Military Aerial Combat Handling of Tactical Hardware. In the game you control the speed of missiles, planes and bombers. The object is to destroy enemy aircraft and bases. Hover is credited with the first video game, Computer Space, in 1971. Nolan Bushnell, president of Atari, founded the company in 1972 and developed Pong, the first popular video game. Hover is credited with the first video game, Computer Space, in 1971. Nolan Bushnell, president of Atari, founded the company in 1972 and developed Pong, the first popular video game.

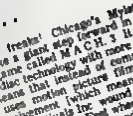
# games the latest video generation craze

MORNING ADVOCATE
BATON ROUGE, LA

# Playing the new game on the block

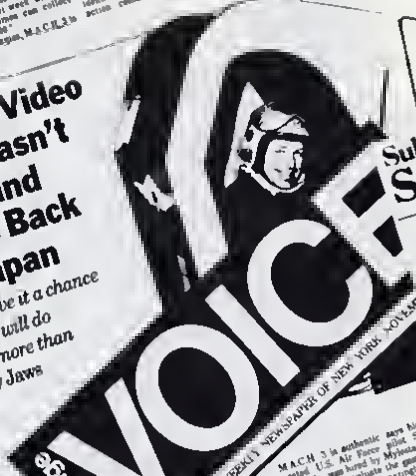
Players rave over the latest in sophisticated video laser games

ALEXANDRIA JOURNAL



# No, the Video Disc Hasn't Died and Gone Back to Japan

*Just give it a chance and it will do a lot more than play Jaws*




Suburban Sun-Times
# Entertainment

# eflects on war—and games



Roger Simon

# Creative video game flies in suburbs

By Dave Hoekstra

# ...and in Trade Media

CASH BOX

October 29 1983

CASH BOX

New York, NY

Mylstar 'M.A.C.H. 3' Pr

CHICAGO — In conjunction with the release

PLAY METER

M.A.C.H. 3

SOARS ABOVE THE PACK

MYLSTAR

MYLSTAR ENTERS THE LASER MARKET WITH *M.A.C.H. 3*

By Valerie Cogswich

PLAY METER

M.A.C.H.3

Mylstar flies into laser disc game era

Pinball revival?

# What they're saying about M.A.C.H. 3

"Mylstar's M A C.H 3 is the first game to overtake Dragon's Lair in earnings bettles It's the only one of the laser disc offerings that seems to be living up to its price tag."
PLAYMETER

"M.A.C H 3 is hot The investment is paying dividends, avereging e gross intake of about $400 weekly in early December."
Richard Way
ShowBiz Pizza Place, Inc

"M A C H. 3 gemes are averaging $545 per week, surpassing early December weekly averages of $462 for Dragon's Lair."
Inda Trin
Chuck E Cheese Pizza Time Theatres

"Folks ere lining up from pre-teen to postGeritol for a chance to empty their pockets down M.A.C.H 3's clattering gorge."
Curt Suplee
WASHINGTON POST

"The visuals for M A C H 3 look like outakes from 'The Right Stuff'. The game breathes new life into the arcede business."
Peter Ainslie
VILLAGE VOICE

"Players are waiting in line to play M A.C.H. 3"
Patrice O'Toole
ALEXANDRIA JOURNAL

**MYLSTAR ELECTRONICS, INC.**

**MYLSTAR ELECTRONICS, INC.**
**165 W. Lake St. Northlake, IL 60164**
**(312) 562-7400**
**Toll-free Service Hotline: (800) 323-9121**
**In Illinois: (800) 942-1620**
**A Columbia Pictures Industries Company**

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